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52ND DISTRICT

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AB 1282 (Hall) – Beer Promotional items FACT SHEET

Sponsor: Heineken USA – Bob Garcia, (916) 557-9944

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ISSUE

In 2008 the Legislature passed and the Governor signed into law AB 1245 (Chapter 629, 2008). This bill increased the wholesale monetary limit on consumer advertising specialties that a beer manufacturer can provide to customers from \$0.25 to \$3.00.

After the enactment of AB 1245 it was learned that the California statutory definition of beer manufacturer is limited to a beer manufacturer owning a brewery situated within the state of California. This narrow definition of beer manufacturer precludes companies with breweries outside the state from utilizing the updated monetary spending limit of \$ 3.00.

SOLUTION

AB 1282 would level the playing field by modifying the definition of beer manufacturer (only for the purpose of the increase trade spending limit of \$3.00) to include a holder of a beer manufacturer's license, a holder of an out-of-state beer manufacturer's certificate, and out-of-state vendor that holds a certificate of compliance, or a holder of a beer and wine importers general license.

SUPPORT

None on File